



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Advertiser
Agency/T-Code
Buyer
Salesperson

Pol/Iss/House Majority Pac SEIU (16679)
Waterfront Strategies (2541)/043489394
BASSETT, LAURA
Telerep/Washington DC, Washington DC
(1040)
ph: (555) 555-5555
Political - Issue (1068)
HOUSE MAJ PAC/SEIU (133059)
National/Political
1439/06236118

Invoice 643120
Inv Date 10/28/2012
Terms Net 30
Contract 322343
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Waterfront Strategies
1010 Wisconsin Avenue
Washington, DC 20007

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

HOUSE MAJ PAC/SEIU
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type No/Normal
Package
Gen. Date 10/30/2012 4:04:33PM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	Spot	11:00:00AM-12:00:00PM	Per week (3), Tu, We, Th, Fr	10/05/12 10:59AM (Fr)	00:30	5EIU12FL10T02H	\$1000.00	
2.0	Spot	12:00:00PM- 1:00:00PM	Per week (3), Tu, We, Th, Fr	10/02/12 12:36PM (Tu)	00:30	5EIU12FL10T02H	\$1000.00	
2.0	Spot	12:00:00PM- 1:00:00PM	Per week (3), Tu, We, Th, Fr	10/03/12 12:17PM (We)	00:30	HMP12FL10T02H	\$1000.00	
2.0	Spot	12:00:00PM- 1:00:00PM	Per week (3), Tu, We, Th, Fr	10/05/12 12:36PM (Fr)	00:30	5EIU12FL10T02H	\$1000.00	
3.0	Spot	4:00:00PM- 5:00:00PM	Per week (3), Tu, We, Th, Fr	10/03/12 4:27PM (We)	00:30	5EIU12FL10T02H	\$1200.00	
3.0	Spot	4:00:00PM- 5:00:00PM	Per week (3), Tu, We, Th, Fr	10/04/12 4:20PM (Th)	00:30	HMP12FL10T02H	\$1200.00	
3.0	Spot	4:00:00PM- 5:00:00PM	Per week (3), Tu, We, Th, Fr	10/05/12 4:10PM (Fr)	00:30	HMP12FL10T02H	\$1200.00	
4.0	Spot	5:00:00PM- 5:30:00PM	Day, Tu-1, W-1, Th-1, F-1	10/02/12 5:24PM (Tu)	00:30	HMP12FL10T02H	\$2250.00	
4.0	Spot	5:00:00PM- 5:30:00PM	Day, Tu-1, W-1, Th-1, F-1	10/03/12 5:12PM (We)	00:30	HMP12FL10T02H	\$2250.00	
4.0	Spot	5:00:00PM- 5:30:00PM	Day, Tu-1, W-1, Th-1, F-1	10/04/12 5:12PM (Th)	00:30	5EIU12FL10T02H	\$2250.00	
4.0	Spot	5:00:00PM- 5:30:00PM	Day, Tu-1, W-1, Th-1, F-1	10/05/12 5:27PM (Fr)	00:30	5EIU12FL10T02H	\$2250.00	
5.0	Spot	5:30:00PM- 6:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/02/12 5:54PM (Tu)	00:30	SEIU12FL10T02H	\$2250.00	
5.0	Spot	5:30:00PM- 6:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/03/12 5:52PM (We)	00:30	5EIU12FL10T02H	\$2250.00	
5.0	Spot	5:30:00PM- 6:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/04/12 5:42PM (Th)	00:30	HMP12FL10T02H	\$2250.00	
5.0	Spot	5:30:00PM- 6:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/05/12 5:43PM (Fr)	00:30	HMP12FL10T02H	\$2250.00	
6.0	Spot	6:00:00PM- 7:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/02/12 6:00PM (Tu)	00:30	HMP12FL10T02H	\$3200.00	
6.0	Spot	6:00:00PM- 7:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/03/12 6:27PM (We)	00:30	HMP12FL10T02H	\$3200.00	
6.0	Spot	6:00:00PM- 7:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/04/12 6:22PM (Th)	00:30	5EIU12FL10T02H	\$3200.00	
6.0	Spot	6:00:00PM- 7:00:00PM	Day, Tu-1, W-1, Th-1, F-1	10/05/12 6:29PM (Fr)	00:30	SEIU12FL10T02H	\$3200.00	
7.0	Spot	7:00:00PM- 7:30:00PM	Per week (3), Tu, We, Th, Fr	10/02/12 7:24PM (Tu)	00:30	SEIU12FL10T02H	\$4000.00	
7.0	Spot	7:00:00PM- 7:30:00PM	Per week (3), Tu, We, Th, Fr	10/04/12 7:13PM (Th)	00:30	HMP12FL10T02H	\$4000.00	
7.0	Spot	7:00:00PM- 7:30:00PM	Per week (3), Tu, We, Th, Fr	10/05/12 7:24PM (Fr)	00:30	HMP12FL10T02H	\$4000.00	
8.0	Spot	7:00:00AM- 9:00:00AM	Day, Tu-2, W-1, Th-1, F-2	10/02/12 7:25AM (Tu)	00:30	HMP12FL10T02H	\$2250.00	
8.0	Spot	7:00:00AM- 9:00:00AM	Day, Tu-2, W-1, Th-1, F-2	10/02/12 8:48AM (Tu)	00:30	SEIU12FL10T02H	\$2250.00	
8.0	Spot	7:00:00AM- 9:00:00AM	Day, Tu-2, W-1, Th-1, F-2	10/03/12 8:47AM (We)	00:30	HMP12FL10T02H	\$2250.00	
8.0	Spot	7:00:00AM- 9:00:00AM	Day, Tu-2, W-1, Th-1, F-2	10/04/12 7:41AM (Th)	00:30	HMP12FL10T02H	\$2250.00	
8.0	Spot	7:00:00AM- 9:00:00AM	Day, Tu-2, W-1, Th-1, F-2	10/05/12 7:49AM (Fr)	00:30	HMP12FL10T02H	\$2250.00	
8.0	Spot	7:00:00AM- 9:00:00AM	Day, Tu-2, W-1, Th-1, F-2	10/05/12 8:29AM (Fr)	00:30	SEIU12FL10T02H	\$2250.00	
9.0	Spot	7:30:00PM- 8:00:00PM	Per week (2), Tu, We, Th, Fr	10/03/12 7:38PM (We)	00:30	5EIU12FL10T02H	\$4000.00	
9.0	Spot	7:30:00PM- 8:00:00PM	Per week (2), Tu, We, Th, Fr	10/04/12 7:37PM (Th)	00:30	5EIU12FL10T02H	\$4000.00	
10.0	Spot	9:00:00AM-10:00:00AM	Day, Tu-1, W-1, Th-1, F-1	10/02/12 9:34AM (Tu)	00:30	HMP12FL10T02H	\$600.00	
10.0	Spot	9:00:00AM-10:00:00AM	Day, Tu-1, W-1, Th-1, F-1	10/03/12 9:12AM (We)	00:30	5EIU12FL10T02H	\$600.00	
10.0	Spot	9:00:00AM-10:00:00AM	Day, Tu-1, W-1, Th-1, F-1	10/04/12 9:30AM (Th)	00:30	5EIU12FL10T02H	\$600.00	
10.0	Spot	9:00:00AM-10:00:00AM	Day, Tu-1, W-1, Th-1, F-1	10/05/12 9:56AM (Fr)	00:30	HMP12FL10T02H	\$600.00	
11.0	Spot	11:35:00PM-12:10:00AM	Day, Tu-1, W-1, Th-1	10/02/12 12:01AM (Tu)	00:30	5EIU12FL10T02H	\$1000.00	
11.0	Spot	11:35:00PM-12:10:00AM	Day, Tu-1, W-1, Th-1	10/03/12 11:53PM (We)	00:30	5EIU12FL10T02H	\$1000.00	
11.0	Spot	11:35:00PM-12:10:00AM	Day, Tu-1, W-1, Th-1	10/04/12 12:01AM (Th)	00:30	5EIU12FL10T02H	\$1000.00	
12.0	Spot	10:00:00PM-11:00:00PM	Day, F-1	10/05/12 10:48PM (Fr)	00:30	SEIU12FL10T02H	\$4000.00	
13.0	Spot	10:00:00PM-11:00:00PM	Day, M-1	10/08/12 10:43PM (Mo)	00:30	HMP12FL10T02H	\$8000.00	



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Advertiser **Pol/Iss/House Majority Pac SEIU (16679)**
Agency/T-Code **Waterfront Strategies (2541)/043489394**
Buyer **BASSETT, LAURA**
Salesperson **Telerep/Washington DC, Washington DC (1040)**
ph: (555) 555-5555
Product **Political - Issue (1068)**
Brand **HOUSE MAJ PAC/SEIU (133059)**
Acct Types **National/Political**
Est/Headline **1439/06236118**

Invoice **643120**
Inv Date **10/28/2012**
Terms **Net 30**
Contract **322343**
Bill Type **Standard**
Period **10/1/2012 - 10/28/2012**

Waterfront Strategies
1010 Wisconsin Avenue
Washington, DC 20007

AgM

Demo
Revision
Comments **HOUSE MAJ PAC/SEIU**
******* THIS IS A CASH IN ADVANCE**

CO-OP/Order Type **No/Normal**
Package
Gen. Date **10/30/2012 4:04:33PM**

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
14.0	Spot	8:00:00PM-10:00:00	Day, M-1	10/08/12 9:09PM (Mo)	00:30	SEIU12FL10T02H	\$13000.00	
15.0	Spot	6:00:00PM- 6:30:00	Day, Su-1	10/07/12 6:21PM (Su)	00:30	HMP12FL10T02H	\$2000.00	
16.0	Spot	6:00:00AM- 9:00:00	Day, Sa-1	10/06/12 8:38AM (Sa)	00:30	HMP12FL10T02H	\$1200.00	
17.0	Spot	7:00:00PM- 8:00:00	Day, Sa-2	10/06/12 7:27PM (Sa)	00:30	SEIU12FL10T02H	\$1200.00	
17.0	Spot	7:00:00PM- 8:00:00	Day, Sa-2	10/06/12 7:37PM (Sa)	00:30	HMP12FL10T02H	\$1200.00	
18.0	Spot	11:00:00PM-11:35:00	Per week (4), Tu, We, Th, Fr, Sa, Su	10/02/12 11:27PM (Tu)	00:30	HMP12FL10T02H	\$2800.00	
18.0	Spot	11:00:00PM-11:35:00	Per week (4), Tu, We, Th, Fr, Sa, Su	10/03/12 11:21PM (We)	00:30	HMP12FL10T02H	\$2800.00	
18.0	Spot	11:00:00PM-11:35:00	Per week (4), Tu, We, Th, Fr, Sa, Su	10/04/12 11:13PM (Th)	00:30	HMP12FL10T02H	\$2800.00	
18.0	Spot	11:00:00PM-11:35:00	Per week (4), Tu, We, Th, Fr, Sa, Su	10/06/12 11:53PM (Sa)	00:30	SEIU12FL10T02H	\$2800.00	
19.0	Spot	11:00:00AM-12:00:00	Day, M-1	10/08/12 11:59AM (Mo)	00:30	SEIU12FL10T02H	\$1000.00	
20.0	Spot	12:00:00PM- 1:00:00	Day, M-1	10/08/12 12:41PM (Mo)	00:30	HMP12FL10T02H	\$1000.00	
21.0	Spot	5:00:00PM- 5:30:00	Day, M-1	10/08/12 5:21PM (Mo)	00:30	SEIU12FL10T02H	\$2250.00	
22.0	Spot	6:00:00PM- 7:00:00	Day, M-1	10/08/12 6:12PM (Mo)	00:30	SEIU12FL10T02H	\$3200.00	
23.0	Spot	7:00:00PM- 7:30:00	Day, M-1	10/08/12 7:24PM (Mo)	00:30	HMP12FL10T02H	\$4000.00	
24.0	Spot	7:00:00AM- 9:00:00	Day, M-1	10/08/12 7:28AM (Mo)	00:30	SEIU12FL10T02H	\$2250.00	
25.0	Spot	9:00:00AM-10:00:00	Day, M-1	10/08/12 9:59AM (Mo)	00:30	HMP12FL10T02H	\$600.00	
26.0	Spot	11:35:00PM-12:10:00	Day, M-1	10/08/12 11:54PM (Mo)	00:30	SEIU12FL10T02H	\$1000.00	
27.0	Spot	5:30:00PM- 6:00:00	Day, M-1	10/08/12 5:42PM (Mo)	00:30	HMP12FL10T02H	\$2250.00	
28.0	Spot	12:00:00PM- 1:00:00	Per week (1), Th, Fr	10/05/12 12:12PM (Fr)	00:30	HMP12FL10T02H	\$2000.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$138,650.00
Commission	(\$20,797.50)
Net Total	\$117,852.50

Total Spots **58**

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

Officially printed on 11/20/12 10:35 AM

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